

RJ REYNOLDS

TOBACCO COMPANY

COPY

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Region Operations Mgr

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December 23, 1996

RJR Account #129850

Mr. J. Smith

COOK WHOLESALE

FEBRUARY DORAL B2G1F / PROMOTION #700046

Dear Jeff:

DORAL B1G1F product has been ordered (see quantities listed below), as well as 15 skus of B2G1F sleeves (Item #520844) to pack and ship this promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

DORAL STYLE	B1G1F UPC Code	#/ (6M) Cases B1G1F
<i>Light Kg</i>	12300-23880	1
<i>Full Flavor 100</i>	12300-23882	1

Product / Premium Arrival:

January 20, 1997

Ship Date to Retail:

Week of: January 27, 1997

SKU CUBE:

1.3600

SKU WT (w/o Product):

4.0000 lbs

Retail Sales Offer per Sku:

20 units

Billing per Sku:

4 Savings Cartons

EFT \$ Amount:

\$N/A

Non-EFT \$ Amount:

\$89.78

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B2G1F

COOK WHOLESAL

Promotion Description: Utilize self-contained shipper. Shipper has 20 buy-2-get-1 free sleeves. Buy-1-Get-1-Free product should be placed into the sleeve and an additional 'Live' pack inserted with it. B1G1F product will be pre-banded.

**SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE
ATTACHED CUSTOMER LIST
SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'**

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$28.00 (1 (12M) case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell

Promotional Coordinator / 1610

/jc

cc: 162602

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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WHOLESALE PACKING INSTRUCTIONS

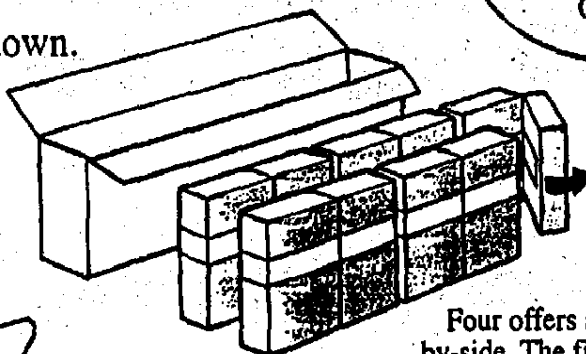
VALUE ADDED PROMOTIONS - 1ST QTR.'97

February / March DORAL B2G1F (Buy 2 Packs Get 1 Pack Free)

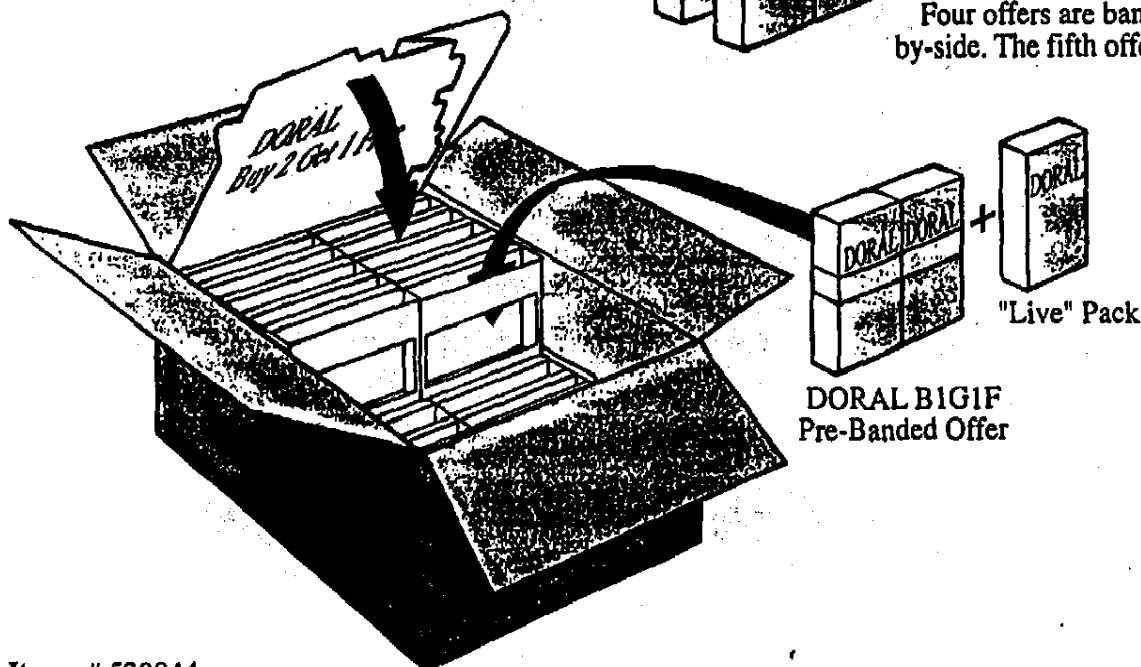
STEPS

1. Open DORAL B2G1F shipping case.
2. Place 1 B1G1F offer into each DORAL sleeve (each case contains 20 sleeves).
3. Add 1 "live" DORAL pack of same brand style to each sleeve.
4. Fold display header card down.
5. Close the case.
6. Ship to retailer.

Each white carton contains 5 Pre-banded 2 Pack "Buy-One-Get-One-Free" DORAL Offers.



Four offers are banded side-by-side. The fifth offer folds out.



Item: # 520844

Description: DORAL B2G1F Sleeve Kit

Brand Style	FF 100 B1G1F	LT Kg B1G1F	X	FF 100 LIVE	LT Kg. LIVE	
Number of Cartons	2	2	X	1	1	

51862 3425

BPEN55B2

WORKPLAN VAP TEMPLATE LISTING

PAGE: 17
DATE: 96-12-13
TIME: 03:55 PMWHOLESALER : 129850 COOK WHOL. OF MEDINA, INC <DIRECT>
TEMPLATE : 700046 70200 DOR FEB B2G1F
TEMPLATE SEQ : 0002
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162604	162627	268928	NUNDA JUBILEE	9045 STATE ST	NUNDA	NY	14517	2				(716) 468-2220
162602		355159	KENDALL VARIETY STR	1846 W KENDALL RD	KENDALL	NY	14476	1				(716) 659-2541
162603	162627	397797	BELLS #2130/F	121 N CENTER ST	PERRY	NY	14530	1				(716) 237-2910
162602	162622	397932	MEYERS MINI MART	901 S MAIN ST	MEDINA	NY	14103	1				(716) 798-2592
162602	162622	397933	JUBILEE #367	342 E CENTER ST	MEDINA	NY	14103	1				(716) 798-1285
162603	162624	440453	JR LEROY FOODS LTD	LEROY BELLS	LE ROY	NY	14482	1				(716) 768-7637
162602	162622	703259	CURVINS NEWS	540 MAIN ST	MEDINA	NY	14103	1				(716) 798-4745
162602	162631	268699	A N G MARKETS INC.	7127 BUFFALO RD	CHURCHVILLE	NY	14428	1				(716) 293-2920
162602	162622	398019	SCHMITT'S MKT	11279 RIDGE RD	MEDINA	NY	14103	1	NYS			(716) 798-0048

PAGE BREAK TOTAL ACCOUNTS 9 TOTAL QUANTITY 10

TEMPLATE TOTAL ACCOUNTS 9 TOTAL QUANTITY 10

51862 3426

GHCP18RN1610XX TEMPORARY PAYMENT DETAIL REPORT

01/29/97

ACCOUNT NUMBER: 129850 COOK WHOL. OF MEDINA
VOUCHER NUMBER: 15341651 510 ORIENT ST
DATE WRITTEN: 01/29/97 MEDINA , NY 14103
STATUS: PAID
AMOUNT PAID: 28.00 . SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
DISPLAY ASSEMBLY	1.00	28.00

EXPLANATION: FEB DORAL B2G1F 700046 / RN

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